

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 107895  
**Alt Order #:** 06863996  
**Product Desc:** DCCC.HORSFORD  
**Estimate:** 2102  
**Flight Dates:** 10/16/12 - 10/21/12  
**Original Date / Rev:** 10/15/12 / 10/16/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DCCC/ Horsford *-Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00.05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	47	\$43,150.00	\$36,677.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	47	\$43,150.00	\$36,677.50	0.00
<b>Totals</b>	<b>47</b>	<b>\$43,150.00</b>	<b>\$36,677.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	27%	\$43,150.00
Market	100%	\$159,814.81

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$47,944.44
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	25%	\$39,953.70
KTUD	1%	\$1,598.15
KVVU	14%	\$22,374.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$4,794.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/18/12	M-F 5-6a WakeUp w/WagM	5-6a		-TWT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWT---	2		\$450.00		0.00						

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 Estimate: 2102  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/18/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$450.00		0.00			
E 2	KSNV	10/16/12	10/18/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$200.00		0.00			
E 3	KSNV	10/16/12	10/18/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP W/WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$700.00		0.00			
E 4	KSNV	10/16/12	10/18/12	Today Show Today Show	CM	658a-9am	-TWT---	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					3	\$900.00		0.00			
E 5	KSNV	10/16/12	10/18/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWT---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					1	\$425.00		0.00			
E 6	KSNV	10/16/12	10/18/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 7	KSNV	10/16/12	10/18/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 8	KSNV	10/16/12	10/18/12	Noon News Noon News	CM	12-1230pm	-TWT---	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$425.00		0.00			
E 9	KSNV	10/16/12	10/18/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 10	KSNV	10/16/12	10/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	-TWT---	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$425.00		0.00			
E 11	KSNV	10/16/12	10/18/12	The Doctors The Doctors	CM	2pm-3pm	-TWT---	:30	2	\$325.00	1	0.00	NM	2	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$325.00		0.00			
E 12	KSNV	10/16/12	10/18/12	Dr. Phil Dr Phil	CM	3-4p	-TWT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWT---					2	\$450.00		0.00			
E 13	KSNV	10/16/12	10/18/12		CM	4-5pm	-TWT---	:30	2	\$725.00	1	0.00	NM	2	\$1,450.00



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N26	KSNV	10/17/12	10/18/12	Noon News	CM	12-1230pm	--WT---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Noon News											
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WT---					1	\$425.00		0.00			
													Totals	47	\$43,150.00